

Marketing and Public Relations
October 8 – November 13, 2009
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For December 2009 Commission Meeting

Goal One – Content - *Montana State Library (MSL) acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

What's Your Story – The Ready 2 Read campaign is off and running. We've had a great response so far. I receive daily calls and emails from librarians requesting assistance with their books and babies programs, more brochures, permission to use different materials, etc. Here is what has happened in the last couple of months.

- Completed the writing, design, and printing of three new brochures, one for each age group – babies, toddlers, and preschoolers. These are proving to be enormously popular. Since they were made available in mid-September, I have distributed over 9,000 of them to libraries, schools, and other non-profits that support literacy efforts throughout Montana.
- Completed a training featuring Lucy Hart Paulson, a world-renowned speech therapist and early literacy advocate, at the Fall Workshop.
- Developed a list of requirements that Montana libraries must complete if they want to receive one of the 45 bins that will be made available through the LSTA funds.
- Developed a survey about Montana libraries' existing early literacy efforts and put that survey online. Today, November 13, is the last day people can complete the survey and we have had 79 libraries complete the survey.
- Developed a book list of board books to put in the bins that will be distributed to 45 libraries once they have completed the early literacy requirements.
- Developed relationships with several vendors to get bids on the board books.
- Submitted, with Cindy Christin, a series of workshops for the Montana Library Association annual conference in 2010.
- Met with MSL consultants to update them on what we're doing to promote early literacy and the Ready 2 Read program so that they can share this with librarians with whom they visit.

Hard Times – I planned and coordinated a two-part workshop for the Fall Workshop that helped libraries serve their patrons better in hard times. The session included assistance with:

- How to help patrons find social services for which they are eligible by DPHHS;
- Customer service for library patrons who may be depressed/unskilled/etc. by Montana State Library (MSL);

- Maintaining a librarian's mental health in a stressful work environment;
- An overview of statewide library services that assist people who are looking for work/starting their own business, etc. by MSL;
- How to market your library to funding sources when budgets are being slashed by MSL;
- An overview of the stimulus package in Montana with a focus on broadband issues by the Governor's office;
- Library programming that addresses the needs of communities in times of economic crisis (librarian panel); and
- How to help patrons file for unemployment, find jobs, become an apprentice, etc. by Dept. of Labor and Industry.

Additionally, I am just beginning work on the development of a database promotion to help promote the databases to which we subscribe that would be most beneficial in this economic crisis. I will work with Gale and EBSCO on the development of this material.

Natural Resource Information System (NRIS) – I have been working on the development of and marketing of GIS Day, which will be held November 18.

Talking Book Library – I have been working with Christie Briggs on the promotion of the rollout of the new digital players and their distribution to veterans. Events are upcoming in Anaconda, Choteau, and Great Falls.

Conferences – Over the past couple of weeks, I have helped MSL staff get ready to attend and/or exhibit at:

- MSL Fall Workshop
- The Montana Education Association conference in Billings
- The ASLD/PLD conference at Chico.
- The Montana State Reading Conference in Billings.
- The Montana Festival of the Book in Missoula (I also attended).
- The National Festival of the Book in Washington, DC.
- The Storymakers Gathering (a tribal early literacy effort) in Bozeman (I also attended).

New Public Relations Software – I have also completed training on the new VOCUS software, which, I believe, will significantly assist me in promoting the Montana State Library and targeting our outreach efforts more effectively. I have built several media lists and have spent some time playing around with it. My goal is to use it to send out to feature-focused news stories per month, in addition to our normal slew of event-related press releases.